

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Amdt 116/10
Louman
5-7-03

Applicant: Samra et al. :
Serial No.: 09/474,588 : Art Unit: 3621
Filed: December 29, 1999 : Examiner: James A. Reagan
For: METHODS AND SYSTEMS :
FOR CREATING MODELS FOR :
MARKETING CAMPAIGNS :

AMENDMENT AFTER FINAL

Commissioner for Patents
Washington, D.C. 20231

Applicants respectfully request entry and consideration of the following amendment submitted in response to the Office Action dated November 5, 2002 and made final, and the Advisory Action dated March 14, 2003.

IN THE CLAIMS

1. (twice amended) A method for increasing efficiency of a marketing system, the system comprising a database containing customer demographic data, said method including the steps of:

building models of predicted customer profiles;

embedding the models within an online analytical processing tool;

using the online analytical processing tool and the customer demographic data to analyze a combination of the models;

determining a sequential order for combining the models prior to combining the models based on the model combination analysis performed by the online analytical processing tool;